

Message Text

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E.O. 11652: N/A
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SUBJ: FY 1975 COUNTRY COMMERCIAL PROGRAM (CCP) - ITALY

REF.: STATE 6882

1. SUMMARY. BECAUSE OF EXPERIENCE IN DRAFTING A FY 1974 PILOT CCP, WE HAVE A GOOD START ON THE FY 75 PRLGRAM. AS SET FORTH IN THE MASSIVE FLOW OF FORMAL AND INFORMAL COMMUNICATIONS OVER THE PAST YEAR, THE EMBASSY WILL ADD RESOURCES TO EXPORT PROMOTION THROUGH SHIFTING FROM LOWER PRIORITY CNCERNS AND USING PRESENT RESOURCES MORE EFFICIENTLY THROUGH CAREFUL RSOURCE MANAGEMENT WITH THE CCP AS THE PRINCIPAL GUIDELINE.
END SUMMARY.

2. WE ARE PLEASED TO LEARN THAT THE DRAFTING OF THE FY 1975 CCP HAS BEGUN. AS A RESULT OF THE DRAFTING EXERCISE FOR THE FY 1974 PILOT PROGRAM WE FEEL THAT WE ARE A LEG UP. THE CCP HAS THE ACTIVE INTEREST OF THE AMBASSADOR AND THE DCM. WITH THE SUPPORT OF THE ECONOMIC MINISTER. CCP GOALS ARE MESHING VERY NICELY WITH OTHER ITEMS, SUCH AS ENERGY AND CIVIL AVIATION, IN THE ECONOMIC BASKET. INDEED, THROUGHOUT THE MISSION IN ITALY, THE CCP HAS A HIGH PROFILE AND STRONG SUPPORT. WE LOOK FORWARD TO RECEIVING THE WASHINGTON DRAFT AND WORKING TOGETHER TOWARDS AN AGREED PROGRAM AND CARRYING IT FORWARD.

3. THE TWO DRAFTS (ONE EMBASSY, A-660, NOVEMBER 20, 1973; ONE WASHINGTON) AVAILABLE IN WASHINGTON OF THE FY 74 PROGRAM PROVIDE A GOOD BASIS FOR FY 75. THEY ARE CONSISTENT WHILE, AT THE SAME TIME, PROVIDING INPUTS FROM BOTH EMBASSY AND UNCLASSIFIED

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DEPARTMENT. WHILE SOME CHANGES WILL BE CALLED FOR AS A RESULT

OF CHANGES IN WASHINGTON SUPPORTED TRADE EVENTS, THE BASIC GOALS OF THE CCP REMAIN UNCHANGED WITHIN THE OVERALL AIM OF INCREASING THE US SHARE OF THE ITALIAN MARKET (PRELIMINARY ITALIAN FIGURES FOR 1973 INDICATE THAT THE STEADY FALL IN THE US MARKET SHARE WAS ARRESTED DURING THE YEAR).

4. PLANNING FOR FY 75 TRADE EVENTS SCHEDULE IS NOW WELL ADVANCED (USDO 367 AND 476). THIS PLANNING HAS BEEN CLOSELY COORDINATED AMONG WASHINGTON, THE EMBASSY AND THE MILAN TRADE CENTER, MAKING MUCH AMPLIFICATION HERE UNNECESSARY. IN BRIEF, WE ARE VERY PLEASED WITH THE EXPANDED EVENTS SCHEDULE IN STORE FOR FY 75; COMPARED WITH FY 74 WE ANTICIPATE AN ADDITIONAL TRADE CENTER SHOW, MORE JEEPS, AN EXPANDED TRADE MISSION SCHEDULE, AND THE DEVELOPMENT OF A MINIMISSION PROGRAMM WHEREBY SELECTED MTC EXHIBITORS VISIT ROME IN CONJUNCTION WITH THEIR MILAN PARTICIPATION.

5. OTHER SIGNIFICANT PROGRAM CHANGES WHICH WILL BE REFLECTED IN THE CCP FOR FY 75 ARE A) UP-GRADED TOURISM PROMOTION, INCLUDING POSSIBLE GROUP BUSINESS TRAVEL TO VISIT US TRADE FAIRS, AS A RESULT OF THE RECENT FORMATION OF A VISIT USA CONSULATATIVE GROUP, CHAIRED BY THE COMMERCIAL COUNSELOR AND MADE UP OF USIS, ALITALIA AND THE RESIDENT US AIRLINES (REF. ROME 1408, 12/19/73 AND B) CLOSER COOPERATION WITH USIS (REF. USIS ROME FIELD MESSAGE #4, JANUARY 10, 1974) WHICH WILL MEAN AN ENCHANCED FLOW OF CO-COMMERCIAL INFORMATION TO THE TRADE AND GENERAL PRESS; GREATER EFFORTS TO PROMOTE TOURISM; A PROGRAM TO REACH A PRIMARILY COMMERCIAL TARGET AUDIENCE THROUGH EXISTING USIS PUBLICATIONS; AND A DISTINCT IMPROVEMENT IN THE COVERAGE, FORMAT, AND SUBSCRIBER LIST OF THE COMMERCIAL SECTION'S COMMERCIAL BULLETING. SEPTEL FOLLOWS ON USIS - COMMERCIAL SECTION COOPERATION AS REQUESTED IN STATE 6950.

6. IN SPECIFIC TERMS, THE EMBASSY PROPOSALS IN RESPONSE TO STATE 128397 (REF. ROME 7059) REMAIN VALID WITH THE EXCEPTION OF A FEW CHANGES IN BEST PROSPECTS LISTING. EMBASSY HAS RECENTLY SUBMITTED BEST PROSPECTS LIST (REF. ROME 13979, 12/13/74); SUPPORTING DOCUMENTATION AND PRIORITY LISTING WILL BE FORTHCOMING SHORTLY, AT WHICH TIME THE INDUSTRY PRIORITY GROUPING GIVEN IN ROME 7059 SHOULD BE ALTERED ACCORDINGLY.

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7. THRUST OF OUR REORIENTATION OF THE 37 COMMERCIAL - ECONOMIC POSITIONS IN ITALY WILL BE TOWARDS EXPORT PROMOTION. WE HAVE TAKEN STEPS IN THAT DIRECTION, E.G. URGING CANCELLATION OF TWO INDUSTRY OUTLOOK REPORTS (OM DATED JANUARY 11, 1974) IN ORDER TO FREE MILAN OFFICER TIME, MAKING WIDER USE OF REFERRAL TO WASHINGTON OF TRADE INQUIRIES. WE HAVE ALSO RECENTLY MOVED TO GIVE CONSULATE OFFICERS CLEAR EMBASSY GUIDANCE, E.G. FOR THE FIRST TIME THREE CONSULATES ARE COOPERATING IN DRAFTING THE BEST PROSPECTS LIST WITH

A VIEW TO THEIR TAKING RESPNSIBILITY FOR THESE PRODUCT AREAS. IN ADDITION, THE COMMERCIAL COUNSELOR USED THE JANUARY PRINCIPAL OFFICER'S CONFERENCE IN ROME AS THE OCCASION FOR A BRIEFING ON THE CCP EMPHASIZING ITS USE AS A MANAGEMENT TOOL. HE WILL ALSO BRIEF SENIOR COMMERCIAL LOCALS FROM THE CONSULATES AT A CONFERENCE AT THE MILAN TRADE CENTER DURING THE JANUARY 10TH ANNIVERSARY PRINTING EXHIBITION.

8. THE INCREASED EFFICIENCY EXPECTED FROM THE CCP NOTWITH-STANDING, IN ORDER TO DO THE JOB ADEQUATELY AT PLANNED PROGRAM LEVELS, THE ITALY CCP WILL PROBABLY REQUIRE ADDITIONAL PEOPLE AND MONEY. OUR NEEDS WERE DETAILED IN ROME 5395, JUNE 13, 1973. IN BRIEF, WE REQUESTED EIGHT ADDITIONAL POSITIONS AND MORE FUNDS. TRAVEL FUNDS DESERVE SPECIAL MENTION AS PAST SHORT-FALLS HAVE HAMPERED OUR TRADE PROMOTION EFFORTS; MOREOVER, WITH INAUGERATION OF THE CCP, EXTENSIVE MANAGEMENT-RELATED TRAVEL WILL BECOME CRUCIAL, PARTICULARLY SO IN THE START UP STAGE. THEREFORE, \$2400 FOR CCP MANAGEMENT TRAVEL SHOULD BE ADDED TO OUR TRAVEL MONEY REQUEST IN ROME 5395.VOLPE

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